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Inside Information

United States Department
of Agriculture

Office of Information

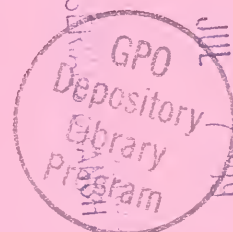
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Inside This "INSIDE"

	Page
SCS Joins 12 Other USDA Agencies in Electronic Dissemination of Information	2
Visual Information Specialist Needed by USDA-OI's Photography Division	2
University of Kentucky Has Opening for an Extension Communications Specialist	2
Minnesota ES Requests Site Nominations for Cooperative Compact Disc Project	3
University of Alaska Extension Communication Unit Manager Position Available	3
Survey Finds Radio is the First and Heaviest Used Media Choice of Farmers	3
Food and Nutrition Service Regional Office Improves Field Communications	3
Calendar of Upcoming Communication Events and Training Opportunities	4



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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

SCS JOINS 12 OTHER USDA AGENCIES IN ELECTRONIC DISSEMINATION OF INFORMATION

The Soil Conservation Service has joined 12 other USDA agencies in distributing current information through the department's electronic dissemination of information (EDI) service.

EDI is a computerized, online system used by over 36 news or information services and private commercial firms, as well as other federal and state government agencies.

In addition, much of the information loaded into the EDI service is automatically downloaded into the USDA ONLINE service on the Dialcom system, which is accessed regularly by more than 400 governmental and commercial users, including news media.

Kathy Gugulis, SCS head of media and education services, says EDI will allow SCS to get information to the public in a more timely manner than ever before.

In addition, USDA's computerized services provide an opportunity for SCS to make information, data and reports available to a much wider audience than before.

Other USDA agencies or offices loading their information into the EDI service are: Agricultural Cooperative Service, Agricultural Marketing Service, Agricultural Research Service, Agricultural Stabilization & Conservation Service, Cooperative State Research Service, Economic Research Service, Extension Service, Foreign Agricultural Service, National Agricultural Statistics Service, Office of Transportation, World Agricultural Outlook Board, and the Office of Information (which coordinates the EDI service).

VISUAL INFORMATION SPECIALIST NEEDED BY USDA-OI'S PHOTOGRAPHY DIVISION

The Photography Division of USDA's Office of Information has an opening for a GS-1084-7/9/11/12 to plan, develop, and produce a wide range of photojournalism products aimed at media dissemination.

Duties include selecting pictures, preparing picture stories, photo features, illustrated press releases, brochures, and handouts for national distribution.

Qualifications include knowledge of photo-communication, including understanding how pictures would be used to convey abstract ideas; picture editing, cropping and layout; and skill in photography, including operating professional camerass and multiple lighting equipment, to produce photos useful in photojournalism projects.

To apply for Announcement No. OGPA-89-16, contact: Laura Farrior, USDA, Office of Personnel, PO, Room 27-W, Washington, DC 20250. Telephone is 202-447-5833.

For further information, contact: Theodosia Thomas, chief, Photography Division at 202-447-6633.

Closing date is May 24.

UNIVERSITY OF KENTUCKY HAS OPENING FOR AN EXTENSION COMMUNICATIONS SPECIALIST

The University of Kentucky's College of Agriculture has an opening for an Extension communications specialist—publications in its Department of Agricultural Communications.

Duties include editing and processing publications and other printed materials for the Kentucky Cooperative Extension Home Economics Program; editing and processing other Extension and college publications; writing weekly news packet "Exclusives" on home economics subjects and occasional other press section stories; and providing Communications training.

Other responsibilities include availability as a consulting communicator for Extension home economics specialists, county personnel, and KEHA.

Qualifications include a Master's degree in communications, English, or journalism; some academic training in home economics preferred; knowledge of publications production and job experience in editing publications; and Extension-type job experience desirable.

Salary is commensurate with education and experience.

Send resume, three to five annotated work samples indicating key areas of responsibility (writing, editing, production) and a letter requesting application form to: Dr. Deborah B. Witham, Publications Section Leader, Department of Ag Communications, 131 Scovell Hall, University of Kentucky, Lexington, KY 40546-0064. Telephone is 606-257-4657.

Closing date is June 2, or until suitable applicant is found.

MINNESOTA ES REQUESTS SITE NOMINATIONS FOR COOPERATIVE COMPACT DISC PROJECT

In early 1990, USDA will issue its first CD-ROM disc (a collaborative effort of Virginia Cooperative Extension Service, the Minnesota Extension Service, the National Agricultural Library, and ES-USDA). The disc will include several databases of national importance as well as publications, fact sheets and computer software contributed from extension services across the country.

CD-ROM permits the storage of up to 250,000 pages of text information on a single computer searchable disc.

Bob Rubinyi of the Minnesota Extension Service, says a call has gone out to Extension directors, communication heads, and land grant libraries to seek nominations for pilot sites. The hope is to include at least two sites in each state. Each site will receive a free copy of the national disc, and discounts on the purchase of CD-ROM hardware and software (about a \$1000 investment will be required from each site).

For further information contact Bob Rubinyi at 612-624-2708.

UNIVERSITY OF ALASKA EXTENSION COMMUNICATION UNIT MANAGER POSITION AVAILABLE

The Alaska Cooperative Extension Service, at the University of Alaska Fairbanks, has an opening for a manager of the Extension Communication Unit.

Responsibilities include supervising 10 employees and providing editing, publishing, printing, binding, and distributing publications for the Extension Service. Other duties include television presentations; and limited services in news and feature writing, radio presentations, artwork and photography, maintenance of an audio-visual library, and advice and training in mass communications techniques.

Qualifications include a Master's degree with at least one of the degrees in mass communication or related area.

For further information contact: Wayne Vandre, Cooperative Extension Service, University of Alaska Fairbanks, Anchorage, AK 99508-4143. Telephone is 907-279-6575.

Closing date is June 1.

SURVEY FINDS RADIO IS THE FIRST AND HEAVIEST USED MEDIA CHOICE OF FARMERS

A "Doane Media Usage Among Farmers" survey found that of all agricultural media, radio is the most heavily used and the first choice of farmers and ranchers.

The survey compared and evaluated radio, general ag publications, network and local television, newspapers, enterprise special publications, direct mail, video cassette recorders, ag newsletters, regional farm publications, satellite TV, electronic ag information services, and cable TV.

Radio is the only medium that increases in usage during the critical spring, summer, and fall months.

For further information, contact: Roger Olson, executive director, National Association of Farm Broadcasters, 612-224-0508.

FOOD AND NUTRITION SERVICE REGIONAL OFFICE IMPROVES FIELD COMMUNICATIONS

The Mountain Plains Region (MPR) of USDA's Food and Nutrition Service (FNS) in Denver, Colorado, has taken another giant step into the computer age by installing speedier modems in its field offices and training staff to use Carbon Copy computer software.

According to Joanne Widner, public affairs specialist with the FNS/MPR office, nine field offices and a satellite office are assigned a specific time each day to tie into the regional office's local area network (LAN) via Carbon Copy to exchange messages with the regional office in Denver and other field offices. A tenth field office located in the same federal building as regional headquarters already shares the network.

Using Carbon Copy, an FNS field or satellite office can dial in and log onto the network. Their 1200-baud modems were replaced by 2400-baud modems to speed the field-to-region communications connection.

Prior to installation of the new network, food stamp quality control records were all on SuperCalc files in the regional office. It usually took 30 minutes to transfer a record. Now, a file can be transferred from one office to another in a matter of seconds.

Reports such as food stamp quality control logs are now no further than 24 hours away from the regional office, when a field office's daily assigned network time occurs. Field offices also have access to the electronic mailbox on the LAN and can read any messages sent to the entire field office or to a specific individual by networked staff in Denver or other field offices. They can pick up, read, or download specific files they need or send files to be used elsewhere.

Other streamlined uses include online time-and-attendance reports and travel expenditure tracking. The FNS/MPR office has always maintained a close coordination with its field and satellite offices. Now, that close connection will be easier and faster.

For further information, contact: Joanne Widner, USDA, FNS/MPRO Public Affairs, 1244 Speer Blvd., Suite 903, Denver, CO 80204.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

June 1-4:

NORTHEAST REGION AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP
Sonesta Hotel, Portland, Maine
Contact: Doris Crowley, Univ. of Delaware, 302-451-1125

June 4-6:

ANNUAL "AG IN THE CLASSROOM" CONFERENCE & WORKSHOPS
Holiday Inn Crowne Plaza, Arlington, Virginia
Contact: Shirley Traxler, USDA, 202-447-5727

June 4-7:

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS ANNUAL CONFERENCE
New Orleans, Louisiana
Contact: George LaBar, 16 California St., #205, San Francisco, CA 94111

June 6-9:

37TH ANNUAL TECHNICAL WRITERS' INSTITUTE
Rensselaer Polytechnic Institute, Troy, New York
Contact: Office of Continuing Education, RPI, 518-276-8351

June 18-21:

COOPERATIVE COMMUNICATORS MEETING
San Antonio, Texas

June 29-July 1:

NORTH CENTRAL REGION NATIONAL ASSOCIATION OF FARM BROADCASTERS MEETING
Sioux City, Iowa
Contact: Randy Rasmussen, KMNS, Sioux City, IA, 712-258-0628

July 16-20:

INTERNATIONAL AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) MEETING
Marriott Hotel, Portland, Oregon
Theme: 'Northwest Passage: ACE 89'
Contact: Gwil Evans, 503-754-3311

October 12-13:

PRACTICAL CONFERENCE ON COMMUNICATION
Garden Plaza Hotel, Oak Ridge, Tennessee
Contact: Society for Technical Communication, P.O. Box 1314, Oak Ridge, TN 37831-1314
